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Federal Communications Commission

Washington, DC 20554

Approved by OMB

3060-0754

FCC 398

Children's Television Programming Report

Form 398 Validation Results

There were no Errors in the Form.

Based on answering 'No' to question 11, you will be required to submit a PDF exhibit once you submit this form.

Report reflects information for quarter:

2nd Quarter

2008

Licensee Information - (click to hide section)

1. Call Sign

Channel Number

Community of License

KMOV-TV

Analog

4

City

State

County

Zip Code

Digital

56

St. Louis

Missouri

St. Louis

63102

Licensee

KMOV-TV, Inc.

☒ Network Affiliation

CBS

☐ Independent

Nielsen DMA

St. Louis

World Wide Web Home Page Address
(if applicable)

www.kmov.com

Facility ID Number

770034

Previous Call Sign (if applicable)

License Renewal Expiration Date

02/01/2014

(mm/dd/yyyy)

Analog Core Programming - (click to hide section)[Clear Section](#)

2. State the average number of hours of Core Programming per week broadcast by the station. See 47 C.F.R. Section 73.671(c).

3

3. a. Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?

☒ Yes ☐ No

b. Identify publishers who were sent information in 3.a.

The CBS Television Network provides information identifying the core programs it supplies to stations affiliated with the Network, including an indication of the target child audience, to the following publishers of program guides: TV Guide, TV Data Technologies, Tribune Media Services, and Kidsnet Media Guide and News.

4. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete the chart below for each Core Program.

Program 1

[Clear
Program
Data](#)[Delete
Program](#)

Title of Program 1

STRAWBERRY SHORTCAKE

Origination

Network

Days / Times Program Regularly
Scheduled

Sundays 7:30am

Total times aired at
regularly scheduled time

13

Number of
Preemptions

0

If preempted, complete
Analog Preemption Report

Create

Length of Program

30

minutes

Age of Target Child Audience

3

years to

6

years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

In this series, Strawberry Shortcake, a curious, self-confident leader, narrates stories of her and her friends' adventures in the richly-imagined world of Strawberry Land. Using her many positive qualities, Strawberry helps her friends, who share her values but not necessarily her ability to take a broader view, to see beyond their own self-interest. The themes of the stories are designed to have particular relevance for young viewers, focusing on such issues as friendship, fear, self-confidence, sportsmanship, trust and shyness. The pro-social messages flow naturally from the narrative, as the characters experience concrete (positive and negative) consequences of their actions. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No

Program 2



[Clear
Program
Data](#)



[Delete
Program](#)

Title of Program 2

CAKE

Origination

Network

Days / Times Program Regularly Scheduled

Saturdays 10:30am

Total times aired at regularly scheduled time

13

Number of Preemptions

0

Create

If preempted, complete Analog Preemption Report

Length of Program

30

minutes

Age of Target Child Audience

8

years to

12

years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

CAKE is a live-action show-within-a-show about a teenage girl by the name of Cake, who, with the help of three friends, produces a cable access show. The series is designed to provide the viewers with two integrated levels of educational and informational experiences. On one level, each episode provides actual instruction regarding specific activities, with hands-on examples related to the design and use of various fabrics, the making of clothes and emotional themes such as the value of honesty, the importance of personal worth and self-esteem, the meaning of friendship, the value of having a healthy life-style, and other pro-social concepts that are developmentally appropriate for this age-group. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No

Program 3



[Clear
Program
Data](#)



[Delete
Program](#)

Title of Program 3

CARE BEARS: ADVENTURES IN CARE-A-LOT

Origination

Network

Days / Times Program Regularly Scheduled

Sundays 7am

Total times aired at regularly scheduled time

13

Number of Preemptions

0

Create

If preempted, complete Analog Preemption Report

Length of Program

30

minutes

Age of Target Child Audience

5

years to

7

years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Care Bears are a group of funny, colorful bears, each with a special way of caring and a belly badge, which unleashes that bear's special caring power. The bears use their caring hearts and their belly badges to help each other and to thwart the evil plots of Grizzelle, a bad bear with his own flying lair. Each Care Bears episode is designed to foster children's "emotional intelligence," defined by psychologist Daniel Goleman and other researchers as skill in five areas: knowing one's emotions; managing one's emotions; motivating oneself; recognizing emotions in others; and handling relationships. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No

Program 4



[Clear
Program
Data](#)



[Delete
Program](#)

Title of Program 4

SUSHI PACK

Origination

Network

Days / Times Program Regularly Scheduled

Saturdays 11am

Total times aired at regularly scheduled time

12

Number of Preemptions

1

Use Add and Delete Buttons Below

If preempted, complete Analog Preemption Report

Length of Program

 minutes

Age of Target Child Audience

 years to years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

SUSHI PACK is an animated series featuring an unlikely group of superheroes consisting of four small pieces of Sushi, and a tube of mustard. Through an accident involving an irradiation process, these characters are brought to life, and dedicate themselves to fighting crime, injustice, and helping those in need. The themes integrated into the episodes of SUSHI PACK are associated with the teaching of certain positive social behaviors and skills to children. The major educational objectives of the program are to have young viewers learn some important life-lessons related to such traits as loyalty, honesty, and self-confidence, and such behaviors as teamwork problem-solving and cooperation. The program seeks to help children understand that these are every day pro-social attitudes and behaviors that can be modeled and used by them at home and among their friends. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No

Preemption Information

SUSHI PACK

Total Times Aired

*

Number of Preemptions for other than Breaking News

Number of Preemptions Rescheduled

1

* Total Times Aired is total times aired at regularly scheduled time plus Number of Preemptions Rescheduled.

Preemption Reports

SUSHI PACK - Preemption Report 1

[Clear Data](#)[Delete](#)

Date preempted / Episode Number

If rescheduled, Date and Time Rescheduled

Is the rescheduled date the second home?

☒ Yes ☐ No

If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?

☒ Yes ☐ No

Reason for Preemption

☐ Public Interest ☒ Sports ☐ Non-breaking News ☐ Other

Program 5

[Clear Program Data](#)[Delete Program](#)

Title of Program 5

Origination

Days / Times Program Regularly Scheduled

Total times aired at regularly scheduled time

Number of Preemptions

If preempted, complete Analog Preemption Report

Length of Program

 minutes

Age of Target Child Audience

 years to years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

DINO SQUAD is an animated program focusing on a group of five ordinary, but diverse teenagers, who, through an unusual accident, become contaminated with a substance that allows them to morph from humans into various species of dinosaurs. Their science teacher, with full knowledge of their parents and with a few special abilities of her own, becomes their mentor. Her tasks are to help them maneuver through the experiences of the high school years, with its social, emotional, educational, recreational, and teenage angst, and to guide them as they stand up for justice against the forces of evil. Each episode draws on a set of planned educational and informational themes related to specific pro-social concepts, life-lessons, and/or selected groups of facts drawn from a variety of fields of study. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No

Program 6

[Clear Program Data](#)[Delete Program](#)

Title of Program 6

Origination

Days / Times Program Regularly

Total times aired at

Number of

If preempted, complete

Scheduled

Saturdays 10am

regularly scheduled time

13

Preemptions

0

Create

Analog Preemption Report

Length of Program

30

minutes

Age of Target Child Audience

13

years to

16

years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Kent Ehrhardt and St. Louis Zoo President, Dr. Jeffrey Bonner are the hosts of a weekly half hour show that gives viewers a behind the scenes look at the St. Louis Zoo. They talk about each species at the zoo, relaying factual information that shows what it takes to care for, feed and maintain the lifestyle of each animal. Other topics include conservation, breeding programs, species survival programs and zoo management. This program has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No

Add>

1

empty Program Reports

Non-Core Educational and Informational Programming - (click to hide section)

5. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. Section 73.671. Complete chart below for each additional such educational and informational program.

Add>

1

empty Program Reports

Sponsored Core Programming - (click to hide section)

6. List Core Programs, if any, aired by other analog stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. Section 73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

Add>

1

empty Program Reports

Program Details

Digital Core Programming - (click to hide section)

?

Clear Section

7. a. State the average number of hours of Core Programming per week broadcast by the station on its main program stream.
- b. Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel? ☒ Yes ☐ No
- c. If 'Yes' to 7b, the Licensee certifies that the representations and children's program information provided with respect to its analog channel apply equally with respect to its main digital program stream. ☒ Yes ☐ No

If 'No' to 7c, submit as an Exhibit a Statement of Explanation. (You will be asked to submit this exhibit when you file Form 398 and are directed to the confirmation screen.)

8. a. State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream.
- b. State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671.
9. a. Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673? ☒ Yes ☐ No

- b. Identify publishers who were sent information in 9.a.

The CBS Television Network provides information identifying the core programs it supplies to stations affiliated with the Network, including an indication of the target child audience, to the following publishers of program guides: TV Guide, TV Data Technologies, Tribune Media Services, and Kidsnet Media Guide and News. KNQV-TV also provides information identifying the core programs including an indication of the target child audience, to the following publishers of program guides: TV Guide, TV Data Technologies, Tribune Media Services, Belleville News Democrat, Alton Telegraph, Cahokia Dupont Herald, The Daily Standard, Clay county Reporter, Hillsboro Journal, Forrest Park Community College, Healthcare Publication, East St. Louis Monitor, St. Louis Post-Dispatch, St. Louis Argus, State Journal, Video Viewing, Meramec College, Cable TV Service, and Pexue Networks.

10. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program

Add>

1

empty Program Reports

11. Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams? ☐ Yes ☒ No

If No, submit as an Exhibit a Statement of Explanation setting forth the number of repeats in excess of the repeat limit and the times and dates the episodes involved were aired. (You will be asked to submit this exhibit when you file Form 398 and are directed to the confirmation screen.)

Non-Core Educational and Informational Programming - (click to hide section)

12. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. Section 73.671. Complete chart below for each additional such educational and informational program.

empty Program Reports

Sponsored Core Programming - (click to hide section)

13. List Core Programs, if any, aired by other stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. Section 73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

Program ID	Title of Program	Call Letters	Channel Number	Did Programming Increase?	Mark for Deletion
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empty Program Reports

Program Details

Other Matters - (click to hide section)

14. Complete the following for each analog and digital program that you plan to air for the next quarter that meets the definition of Core Programming. Complete the chart below for each Core Program, identifying whether it is to be broadcast on the station's analog or digital channel, or both channels.

Program 1



[Clear
Program
Data](#)



[Delete
Program](#)

Title of Program 1

CARE BEARS: ADVENTURES IN CARE-A-LOT

Origination

Network

Days / Times Program Regularly Scheduled

Sundays 7am

Total times to be aired

13

Length of Program

30

minutes

Age of Target Child Audience

5

years to

7

years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Care Bears are a group of funny, colorful bears, each with a special way of caring and a belly badge, which unleashes that bear's special caring power. The bears use their caring hearts and their belly badges to help each other and to thwart the evil plots of Grizzlie, a bad bear with his own flying lair. Each Care Bears episode is designed to foster children's "emotional intelligence," defined by psychologist Daniel Goleman and other researchers as skill in five areas: knowing one's emotions; managing one's emotions; motivating oneself; recognizing emotions in others; and handling relationships. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Broadcast on both analog and digital channel

Program 2



[Clear
Program
Data](#)



[Delete
Program](#)

Title of Program 2

STRAWBERRY SHORTCAKE

Origination

Network

Days / Times Program Regularly Scheduled

Sundays 7:30am

Total times to be aired

13

Length of Program

30

minutes

Age of Target Child Audience

3

years to

6

years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

In this series, Strawberry Shortcake, a curious, self-confident leader, narrates stories of her and her friends' adventures in the richly-imagined world of Strawberry Land. Using her many positive qualities, Strawberry helps her friends, who share her values but not necessarily her ability to take a broader view, to see beyond their own self-interest. The themes of the stories are designed to have particular relevance for young viewers, focusing on such issues as friendship, fear, self-confidence, sportsmanship, trust and shyness. The pro-social messages flow naturally from the narrative, as the characters experience concrete (positive and negative) consequences of their actions. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Broadcast on both analog and digital channel

Program 3



[Clear
Program
Data](#)



[Delete
Program](#)

Title of Program 3

CAKE

Origination

Network

Days / Times Program Regularly Scheduled

Saturdays 10:30am

Total times to be aired

13

Length of Program

30

minutes

Age of Target Child Audience

8

years to

12

years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

CAKE is a live-action show-within-a-show about a teenage girl by the name of Cake, who, with the help of three friends, produces a cable access show. The series is designed to provide the viewers with two integrated levels of educational and informational experiences. On one level, each episode provides actual instruction regarding specific activities, with hands-on examples related to the design and use of various fabrics, the making of clothes, the crafting of useful home, school, play, and household items, and other forms of creative expression. The other level in the episode provides an opportunity for the viewers to learn about social and emotional themes such as the value of honesty, the importance of personal worth and self-esteem, the meaning of friendship, the value of having a healthy life-style, and other prosocial concepts that are developmentally appropriate for this age-group. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Broadcast on both analog and digital channel

Program 4



[Clear
Program
Data](#)



[Delete
Program](#)

Title of Program 4

At The Zoo

Origination

Local

Days / Times Program Regularly Scheduled

Saturdays 10am

Total times to be aired

13

Length of Program

30

minutes

Age of Target Child Audience

13

years to

16

years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Kent Ehrhardt and St. Louis Zoo President, Dr. Jeffrey Bonner are the hosts of a weekly half hour show that gives viewers a behind the scenes look at the St. Louis Zoo. They talk about each species at the zoo, relaying factual information that shows what it takes to care for, feed and maintain the lifestyle of each animal. Other topics include conservation, breeding programs, species survival programs and zoo management. This program has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Broadcast on both analog and digital channel

Program 5



[Clear
Program
Data](#)



[Delete
Program](#)

Title of Program 5

SUSHI PACK

Origination

Network

Days / Times Program Regularly Scheduled

Saturdays 10:30am

Total times to be aired

13

Length of Program

30

minutes

Age of Target Child Audience

9

years to

11

years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

SUSHI PACK is an animated series featuring an unlikely group of superheroes consisting of four small pieces of Sushi, and a tube of mustard. Through an accident involving an irradiation process, these characters are brought to life, and dedicate themselves to fighting crime, injustice, and helping those in need. The themes integrated into the episodes of SUSHI PACK are associated with the teaching of certain positive social behaviors and skills to children. The major educational objectives of the program are to have young viewers learn some important life-lessons related to such traits as loyalty, honesty, and self-confidence, and such behaviors as teamwork problem-solving and cooperation. The program seeks to help children understand that these are every day pro-social attitudes and behaviors that can be modeled and used by them at home and among their friends. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Broadcast on both analog and digital channel

Program 6



[Clear
Program
Data](#)



[Delete
Program](#)

Title of Program 6

DINO SQUAD

Origination

Network

Days / Times Program Regularly Scheduled

Total times to be aired

Length of

Scheduled

aired

Program

Age of Target Child Audience

Saturdays 11am

13

30

minutes

9

years to

11

years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

DINO SQUAD is an animated program focusing on a group of five ordinary, but diverse teenagers, who, through an unusual accident, become contaminated with a substance that allows them to morph from humans into various species of dinosaurs. Their science teacher, with full knowledge of their parents and with a few special abilities of her own, becomes their mentor. Her tasks are to help them maneuver through the experiences of the high school years, with its social, emotional, educational, recreational, and teenage angst, and to guide them as they stand up for justice against the forces of evil. Each episode draws on a set of planned educational and informational themes related to specific pro-social concepts, life-lessons, and/or selected groups of facts drawn from a variety of fields of study. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Broadcast on both analog and digital channel

Add>

1

empty Program Reports

15. Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e)(11)(iii)?

☒ Yes ☐ No

16. Children's Programming Liaison Information

Name

Liz Mullen

Telephone Number (include area code)

314-444-3329

Address

One Memorial Drive

Email Address

lmullen@kmov.com

City

St. Louis

State

Missouri

Zip Code

63102

17. Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other non-core educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.

The station does not broadcast any digital program stream other than on its main digital stream.

WILLFUL FALSE STATEMENTS MADE ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify that the statements in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Name of Licensee

KMOV-TV

Signature

Date

7/10/2008

Electronic Filing Operations

Check Data

Run checks to look for data errors.

File Form 398

Send the values to the FCC as an FCC 398 filing.

Reset

Reset data to last updated values.

Update Local Data

Update data into this form (so that it can be saved locally with your browser's File/Save As command). This will allow you to restart this form in the future by using File/Open File.

Report to Print

Get a version of this FCC 398 Report for printing.

====> Get Online Filing System User's Manual

====> Get Official FCC 398 Instructions

FCC Form 398
March 2006